



10 Things To Know About Design



3. The Players

Main Street Players

- Has your organization identified the key downtown players?
- Are the players enrolled in the revitalization efforts?
- How can you engage and keep everyone excited!



- City Manager/County Administrator
- Council/Board of Supervisors
- Planning Department
- Engineering/Public Works
- Economic Development
- Tourism
- State and Federal Agencies
- VDOT
- Power Companies

Public Sector: City/Town/County Government

- Council
 - Priorities
 - Financial Commitment
- Comprehensive Plan
- Zoning
 - Local Historic District
 - Sign Ordinance
 - General Zoning
- Public Works/Engineering
 - Maintenance Plan
 - New Construction



Public Sector: City/Town/County Government

- District Offices
 - Residencies
- Funding Projects
 - Maintenance Funds
 - Revenue Sharing Funds
 - Six-Year Plan
 - SAFETEA-LU



VDOT - Know the Players and the Current Plans

- Community owns and manages power grid
- Power supply and grid owned by power company
- Power supply and grid owned by local electrical co-op



Utility Ownership and Management



- Historic Designations
 - National Register
 - State Register
 - Section 106 Historic Review
- Flood Plains
- Environmental



Federal and State



- Owner-occupied
- In-town owner
- Out of town owner – investor
- Out of town owner – absentee
- Long term vs recent
- Institutions
- Bank Trust

Property Owners



- Long term and successful
- Short term and growing
- Long term and struggling
- Short term and struggling

Merchants



- Development Community
 - Bankers
 - Real estate brokers
 - Appraisers
 - Contractors
 - Architects
 - Developers
- Other Local Organizations
 - Local lodges (Kiwanis, Ruritan, VFW, etc.)
 - Garden clubs
 - Beautification committees

Private Sector

- Key Government staff
- Politicians
- Financial Institutions
- Economic Development Authority
- Major Property Owners
- Respected Community Service Leaders



Power Players



- Understand Approach & Economic Development Goals
- Vision
- Recommend changes/improvement
- Educate
- Encourage/support both public and private sector
- Create partnerships
- Incentives
- Guide
- Design Review
- Motivate
- VMS Network – Ideas from each other

The People: Design Committee

- Constant Communication
 - Newsletters
 - Regular reports to Council
 - Press releases
 - Kiosks
 - Facebook, Etc



Keeping Folks Excited!

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